

DIRECTOR, OPERATIONS

Department: Operations
Reports to: VP, Operations (VP)
Employment Type: Salary, Exempt
Work Location: Locations within assigned region/market/territory

POSITION SUMMARY:

The Director, Operations (DO) is responsible for leading operational execution and developing field leadership across an assigned region/market of restaurants. Reporting directly to the Vice President, Operations, this role translates strategic priorities into consistent operational execution by coaching and developing Senior Area Coaches (Sr. AC) and Area Coaches (AC) while driving accountability for operational excellence, financial performance, talent development, and guest experience.

The Director serves as the primary operational leader for their region/market/territory, ensuring restaurants consistently execute company initiatives, achieve financial goals, and deliver exceptional guest experiences while building a strong leadership pipeline. This leader partners closely with cross-functional departments to improve operational effectiveness, strengthen organizational capability, and support sustainable growth.

The Director, Operations is a servant leader who balances strategic thinking with hands-on coaching, develops high-performing leaders, and creates a culture of accountability, recognition, and continuous improvement.

DUTIES & RESPONSIBILITIES:

Leadership & Talent Development:

- Lead, coach, mentor, and develop Senior Area Coaches and Area Coaches to achieve operational and leadership excellence.
- Build a high-performing leadership team through coaching, succession planning, talent calibration, and performance management.
- Conduct regular one-on-one meetings, field visits, performance reviews, and development discussions.
- Identify high-potential leaders and develop succession plans for critical operational positions.
- Foster a culture of servant leadership, accountability, recognition, and continuous learning.
- Owns leadership bench strength and succession readiness for all restaurants under area of responsibility.
- Responsible for engagement and retention of operational leaders.
- Partner with Human Resources on staffing, engagement, employee relations, leadership development, and organizational effectiveness.

Operational Leadership:

- Provide operational leadership across an assigned region to ensure consistent execution of brand standards and company initiatives.
- Conduct routine field visits to evaluate restaurant performance and provide side-by-side coaching with Senior Area Coaches and Area Coaches.
- Ensure operational consistency in food quality, cleanliness, speed of service, hospitality, and restaurant execution.
- Lead operational business reviews to evaluate trends, identify performance gaps, and implement improvement plans.
- Monitor operational dashboards and key performance indicators to proactively address opportunities and risks.
- Support restaurants through operational challenges, performance turnarounds, remodels, and new restaurant openings.

Financial Performance:

- Own region/market operational performance across key financial metrics including: Sales Growth, Trans Growth, Profitability, Labor, Food Cost, Controllable Expenses, Productivity, etc.
- Analyze financial performance and operational trends to identify opportunities for improved profitability.
- Ensure Area Coaches/Sr. Area Coaches effectively manage labor, scheduling, productivity, and restaurant financial performance.
- Drive disciplined execution of financial-related initiatives throughout the region/market.

Guest Experience & Brand Excellence:

- Champion a guest-first culture throughout the region/market.
- Ensure restaurants consistently deliver exceptional hospitality and execute brand standards.
- Monitor guest satisfaction metrics and coach operational leaders to improve service performance.
- Support effective execution of promotions, new product launches, and marketing initiatives.
- Reinforce operational consistency while continuously improving the guest experience.

Strategic Execution:

- Translate company and brand strategies into actionable regional/market operating plans.
- Ensure successful implementation of brand operational initiatives including reporting & technology enhancements, AI solutions, and process improvements.
- Lead execution of organizational priorities while maintaining operational consistency.
- Identify best practices and share successful operational strategies across markets.
- Support long-term business growth through operational innovation and continuous improvement.

Cross-Functional Partnership:

Partner closely with internal stakeholders, including:

- Human Resources on talent acquisition, engagement, bench & succession planning, and performance management.
- Marketing to ensure operational readiness for promotions and campaigns.
- Training to strengthen leadership capability and operational execution.
- Payroll to ensure time card and payroll approval.

Compliance & Risk Management:

- Ensure compliance with company policies, brand standards, food safety requirements, and regulatory obligations.
- Promote a culture of workplace safety, operational discipline, and accountability.
- Conduct operational audits and ensure timely completion of corrective actions.
- Support crisis management and business continuity efforts as needed.
- Reduce operational risk through proactive coaching and disciplined execution.

Performance Management:

Drive accountability for regional/market performance across metrics including: Sales Growth, Trans Growth, Restaurant Profitability, Labor Productivity, Food Cost, Guest Satisfaction, Speed of Service, Turnover & Retention, Operational Compliance, Audit Scores, Leadership Bench Strength, Training Completion, Employee Engagement, etc.

KEY COMPETENCIES:**Leadership:**

- Operational Leadership
- Coaching & Developing Leaders
- Strategic Execution
- Accountability
- Change Leadership
- Talent Management
- Decision Making

Business Acumen:

- Multi-Unit Restaurant Operations
- Financial Acumen
- Business Planning
- Operational Analysis
- Continuous Improvement

- Project Execution

Relationship Management:

- Cross-Functional Collaboration
- Communication
- Coaching & Influence
- Relationship Building
- Conflict Resolution
- Stakeholder Management

Personal Effectiveness:

- Results Orientation
- Adaptability
- Integrity
- Resilience
- Customer Focus
- Servant Leadership

SKILLS & QUALIFICATIONS:

- Bachelor's degree in Business Administration, Hospitality Management, or related field preferred.
- Minimum 7–10 years of progressive multi-unit restaurant leadership experience.
- Minimum 3–5 years leading Area Coaches, Senior Area Coaches, District Managers, or equivalent field leadership.
- Demonstrated success improving operational performance across multiple restaurant locations.
- Strong knowledge of QSR operations, labor management, food safety, and restaurant financial performance.
- Proven ability to develop high-performing operational leaders.
- Strong financial analysis, budgeting, forecasting, and P&L management experience.
- Experience leading operational change initiatives and executing company strategies.
- Excellent leadership, coaching, communication, and presentation skills.
- Strong analytical and problem-solving abilities.
- Proficiency with Microsoft Office and restaurant operational systems.
- Must possess a valid driver's license with the ability to travel extensively.

WORKING CONDITIONS & PHYSICAL REQUIREMENTS:

- Frequent travel to restaurant locations (approximately 60–75%).
- Ability to work evenings, weekends, and holidays as business needs require.
- Ability to stand and walk for extended periods during restaurant visits.

- Ability to lift up to 25 pounds occasionally.
- Frequent use of computers, mobile devices, and standard office equipment.
- Ability to work in fast-paced environments with changing priorities.

COMPENSATION & BENEFITS:

- Competitive base salary and performance-based incentives
- Comprehensive health and wellness benefits including Health Savings Account (HSA) and Employee Assistance Program (EAP)
- Company-paid life and disability insurance
- 401(k) retirement plan with company match
- Paid time off (PTO) and company holidays
- Executive development and leadership training opportunities